



**CITY COUNCIL STUDY SESSION
DOWNTOWN REVITALIZATION/FIRST ACT
CONVENTION CENTER EXPANSION**

SAN JOSÉ, CALIFORNIA

MONDAY, MARCH 19, 2007

The Council of the City of San José convened in a Study Session at 1:05 p.m. to discuss the Downtown Revitalization/First Act and Convention Center Expansion.

Present: Council Members - Campos, Chirco, Constant, Cortese, Liccardo, Nguyen, Pyle, Williams; Reed.

Absent: Council Members - None.

Staff: City Manager Les White, City Attorney Richard Doyle, Redevelopment Agency Executive Director Harry S. Mavrogenes, Deputy City Manager Dan McFadden, Chief Development Officer, City Manager's Office, Paul Krutko, Director of Planning, Building and Code Enforcement Joe Horwedel, Deputy Executive Director Redevelopment Agency John Weis, City Clerk Lee Price and Legislative Secretary Susan Davis.

Documents filed: (1) Memorandum from Chief Development Officer, City Manager's Office, Paul Krutko, dated March 6, 2007, transmitting information for the March 19, 2007 Study Session/Downtown and 1stACT Silicon Valley. (2) Memorandum from Deputy City Manager Dan McFadden, dated March 9, 2007, transmitting the outcome and the purpose of the study session. (3) Supplemental memorandum from Deputy City Manager Dan McFadden, dated March 13, 2007, transmitting the signed "Letter of Agreement". (4) Staff presentation, Convention Center Expansion Update, dated March 19, 2007. (5) Binder entitled: Downtown San José: Silicon Valley's City Center, Creating a Vibrant Urban Center. (6) Presentation entitled Downtown Revitalization/1stACT Silicon Valley. (7) Memorandum from Dan Fenton, San José Convention & Visitors Bureau and Team San José, dated March 19, 2007, transmitting the Update on Team San José Employee Survey Results.

Introduction

Mayor Reed presented opening remarks and introduced Redevelopment Agency Director Harry Mavrogenes, who presented a brief overview of the Downtown Revitalization Strategy.

Access the video, the agenda and related reports for this meeting by visiting the City's website at <http://www.sanjosca.gov/clerk/agenda.asp> or [http:// www.sanjosca.gov/clerk/MeetingArchive.asp](http://www.sanjosca.gov/clerk/MeetingArchive.asp)

Downtown Revitalization and General Plan

Director of Planning Building and Code Enforcement Joe Horwedal summarized the revitalization of downtown as a key vision element in San José's General Plan. Deputy Director Redevelopment Agency John Weis summarized the major phases of downtown evolution. Chief Development Officer, City Manager's Office, Paul Krutko presented citywide roles in downtown development and the significance of 1stAct as a regional catalyst.

Vice Mayor Cortese arrived 1:23 pm.

1stACT Vision: Downtown as Silicon Valley's City Center

Connie Martinez, Executive Director, Children's Discovery Museum, summarized the 1stACT Vision. Ms. Martinez also presented a three minute video capturing the spirit of their vision.

Also on the panel were Ken Kay, Principal-Ken Kay Associates, consultant to 1stACT representatives and CEO Leadership Council; Anne Lewnes, Senior Vice President of Corporate Marketing and Communications-Adobe Systems, and 1stACT Team Member; Ned Barnholt, Retired President and CEO-Agilent Technologies, and 1stACT Leadership Advisory Council Member. Rich Braugh, Senior Vice President-UBS Financial and 1stACT Cofounder.

Council questions followed.

Chief Development Officer, City Manager's Office, Paul Krutko added that Staff provided a matrix around the small wonders and the big deals for the last 12 months, and outlined what Staff can accomplish.

Convention Center Expansion

Chief Development Officer, City Manager's Office, Paul Krutko provided an overview of the Convention Center Expansion Update.

Team members included Deputy City Manager Dan McFadden, Redevelopment Agency Executive Director Harry S. Mavrogenes, Redevelopment Agency Director Bill Ekern, Dan Fenton, San José Convention and Visitors Bureau and Team San José, Tony Peterman, Strategic Advisory Group, Jan Sweetman, Chairman of the Board, San José Convention and Visitors Bureau, Director of Finance Scott Johnson.

Mayor Reed adjourned the meeting at 4:06 p.m.

Minutes Recorded, Prepared and Respectfully Submitted by,

Lee Price, MMC
City Clerk
smd/3-19-07DowntownMIN

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